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CMA EXAM 200 Questions & Answers

1. The administrative agency that protects employee health and safety is the

Answer -

OSHA

2. Agents of sanitization that are used on the skin are called

Answer antiseptics

3. In order for consent to be informed, which of the following elements should be present?

Answer Risks and benefits of the proposed treatment, Nature of the patient's condition and Nature and purpose of the proposed treatment

4. Which of the following is a written communication among members of an organization?

Answer Memoranda

5. Which of the following forms of mail correspondence is typically handled by the medical assistant?

Answer Promotional literature, Subscription renewals, Newspapers and Fee payments

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CMA Category-Manager Exam Syllabus Topics:

Section	Weight	Objectives
Data Competency & Analysis	25%	- POS Data Analytics - Panel Data & Advanced Analytics - Shopper Data & Geo-demographic Analysis
Business & Supply Chain Knowledge	15%	- Supply Chain Principles - Retailer Economics & Profitability
Category Assessment & Strategy	25%	- Category Definition, Segmentation & Role - Category Health Measurement - Root Cause Analysis & Insight Generation
Professional Standards & Communication	10%	- Fact-Based Storytelling & Presentation - Ethics & Legal Implications

Tactical Planning & Execution	25%	- Space Management & Store Clustering - Efficient Assortment Development - Promotional Strategy & Evaluation - Pricing Strategy & Analysis
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CMA Certified Professional Category Manager (CPCM) Sample Questions (Q16-Q21):

NEW QUESTION # 16

What is the primary role of POS data in category management?

- A. To predict future consumer trends without additional analysis
- **B. To provide insights into category performance and guide decision-making.**
- C. To monitor employee performance at checkout
- D. To track inventory levels in real-time

Answer: B

Explanation:

The correct answer is D .

The CPCM course states that, at the intermediate level, category managers need to go deeper into data, draw insights from it, understand the category, and keep the shopper and shopper needs in mind. It also explains that once opportunities are identified, category tactics such as assortment, space, pricing, and promotion create action for the category. The CPCM POS Data course specifically includes scanned sales data, trends, out-of-stocks, sales, profitability, distribution, and shopper insights.

That makes option D the only complete answer. POS data is used to understand category performance and support decisions. It is not mainly a checkout employee-monitoring tool, so option A is wrong. It may contribute to out-of-stock or inventory-related analysis, but option B is too narrow. Option C is wrong because POS data does not predict future consumer trends by itself; prediction requires analysis, modeling, context, and interpretation.

NEW QUESTION # 17

What is the primary purpose of a category health assessment in category management?

- A. To determine the pricing strategy for all products in a category.
- B. To forecast future trends in consumer behavior for a product category.
- **C. To evaluate the performance, strengths, and weaknesses of a product category relative to market expectations, competitor benchmarks, and internal goals.**
- D. To identify the most popular product in a category based on sales data.

Answer: C

Explanation:

The correct answer is D .

A category health assessment is not a single pricing, product-ranking, or forecasting exercise. It is a structured review of category performance, using internal and external comparisons to identify what is strong, weak, threatening, or opportunistic. The official CPCM course describes Measuring Category Health as covering how to complete a category health assessment, including "internal and external influences," consumer, trends, economy, competition, and tactics related to winning segments and brands. It also states that SWOT analysis captures the most important "strengths, weaknesses, opportunities and threats" in the category.

Option A is too narrow because pricing is only one category tactic. Option B is only item ranking and does not evaluate overall

category health. Option C is too predictive-focused; forecasting can support planning, but category health assessment is broader and includes current performance, benchmarks, competition, tactics, and opportunities.

NEW QUESTION # 18

Which of the following methods is used to collect Shopper Data at the point of sale?

- A. Analyzing online search queries
- **B. Scanning items at checkout typically tied to Household Loyalty Cards**
- C. Shipping products from manufacturers
- D. Tracking mobile devices in households

Answer: B

NEW QUESTION # 19

What does the Product Demographic Affinity Profile (PDAP) Index measure?

- A. The total sales of a product to all demographic groups.
- B. The likelihood of a product succeeding in a new market.
- **C. The strength of a demographic group's preference for a product or category compared to the general population.**
- D. The percentage of a product's sales within a specific region.

Answer: C

Explanation:

The correct answer is A .

The Product Demographic Affinity Profile (PDAP) Index measures how strongly a product or category aligns with a demographic group compared with the general population. In store clustering, this is critical because it links product demand to the demographic makeup around each store. ARC's category-specific store clustering guidance identifies PDAP as the step where product sales and total sales by demographic are analyzed to understand product affinity.

Option A is therefore the best answer because it captures the comparative nature of the index: it is not just raw sales; it is the strength of preference relative to the broader population.

Option B is wrong because total sales by demographic does not itself measure affinity. Option C is too broad because product success in a new market would require demand, competition, pricing, distribution, and execution analysis. Option D is regional sales mix, not demographic affinity.

NEW QUESTION # 20

What are the primary data sources for shopper insights?

- A. Retailer Loyalty Data and Syndicated Panel Data
- B. Retailer Loyalty Data, Syndicated Panel Data, Syndicated POS Data and Retailer Loyalty Data
- C. Retailer Loyalty
- **D. Retailer Loyalty Data, Syndicated Panel Data and Syndicated POS Data**

Answer: D

Explanation:

The correct answer is B because shopper insights in category management are developed from multiple shopper and sales-data sources, not from loyalty data alone. The CPCM/CMKG material describes the intermediate CPCM program as focused on "in-depth data and analytics across key data sources and category tactics," and its curriculum includes both Panel Data and POS Data as formal data competency areas.

The supporting extract states that standard category management data includes "retail POS, retail measurement data, consumer panel data and 'other' data," and that learners must understand the best data sources for different business issues and key questions. So the complete set in the answer choices is Retailer Loyalty Data, Syndicated Panel Data, and Syndicated POS Data . Loyalty data helps identify known shopper/household purchasing behavior. Panel data gives a broader consumer/household behavior view. Syndicated POS data provides scanned sales and market-level performance context.

Option A is wrong because it repeats Retailer Loyalty Data and is poorly constructed. Option C is too narrow because it excludes Syndicated POS Data. Option D is incomplete because retailer loyalty data alone cannot provide a full shopper insight picture.

NEW QUESTION # 21

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